Tramore Town Centre
Proposal Location
September 2018
Tramore URDF Application Project Appraisal

Nature of Project

Tramore is a lively coastal town designated as a Secondary Service Centre in the Waterford County Development Plan 2011-2017 and as a larger town in the National Spatial Strategy. A Local Area Plan (LAP 2014-2017) has been carried out for the town. There are good linkages to Waterford City 7km to the north, and is 3km southwest of Waterford Airport. It has grown substantially over the last 20 years and has been a seaside destination since the 19th century. The town has one of the best beaches in the country and its dunes and back strand are a Special Area of Conservation (SAC). Despite this, growth has not been evenly spread and there are unrealised opportunities to develop Tramore and its environment to their maximum potential. Visitor numbers are very significant for a town of its size. The 4.5km strand, promenade, lake and extended coastline have numerous attractions, some of which are more developed than others but are not always fully utilized and have evolved in an uncoordinated way. The connection between the seaside area and town centre is extremely poor and the centre is effectively bypassed due to the development of the ring road where most of the population resides. Finally, the town centre itself has suffered with lack of retail offer, dereliction and high vacancy. The existing form and structure of town is influenced by its natural topography and physical landform. Main Street forms a long narrow steep spine through the Town and it is this configuration that has historically confined the growth and expansion of the Town Centre.

The project proposed addresses the coherency and development issue by confronting the one that is the most serious; the town centre. The project aims to revitalize the town centre increasing economic activity by improving its attractiveness and accessibility. The long term goal is for Tramore to fulfil its inherent potential as a 21st century incarnation of a seaside town with year round all weather attractions including active recreation and activity tourism, be environmentally sustainable and with ecologically based learning experiences.

Background

Tramore is a seaside town of 10,381 people located in the Waterford Metropolitan Area Municipal District. Tramore functions as an urban centre with a full range of infrastructure and services such as schools, shops and community facilities. Over the last number of years, Tramore has witnessed significant changes. In the period 2001-2011, the population of Tramore grew by 24% making it Waterford’s second largest urban area. There is a youthful population with 30% (2011 census) in pre-school and school going age, but also 11.6% were 65+ age category. There are a large number of young families which stem from this substantial population increase. Consequently there is a need for educational programs, youth facilities and attention to the requirements of elderly persons.

In addition, Tramore has attracted significant investment which has improved the retail, employment and educational infrastructure including the opening of a new secondary school, Ardscoil na Mar, the re-location of ‘NearForm’ to the former Civic Offices, the establishment of a new manufacturing business in Riverstown and the provision of beachfront amenities on the promenade. Despite these developments, Tramore is still a satellite town. A high percentage of its population travel to Waterford City and other areas to work with 63% of Tramore’s working population employed outside of Tramore containing a high professional component. As a consequence, one of the policies outlined in the LAP seeks to develop a more sustainable living environment for its current residents. Traditionally employment in the town relies on the seasonal tourist sector. However in recent years Riverstown industrial park has broadened the employment base with light industrial employment and is now the largest employment location (daytime working population, resident & non resident is 1375). The town has a labour force of 4,598 people with an unemployment rate of 15%.
There is a strong social connection between Waterford and Tramore with the town seen as an attractive place to live and raise children and has attracted middle income groups to migrate from the city seeking a high quality and high amenity living environment. The dominant type of property is house or bungalow with few apartments and a high level of owner occupier. Much of the local employment is in services or tourism and there is the active recreation environment which attracts year round visitors and large numbers during good weekends during the summer. The promenade and beach areas would be the primary attractor and 250,000 visitors come to Tramore between May and September each season based on 25/30 beach days. This summer (2018) has provided excellent summer weather and it is estimated that there will have been 320,000 visitors over the course of the year.

There has been a significant increase in convenience retail which is relatively well served with the arrival of larger multinational chains including Tesco and Lidl which increased the convenience floor space by 4000m2. There is planning permission for an additional discount retailer in Tramore of 1,542 m2 adjacent to SuperValu. However comparison shopping offer in the centre is limited and the LAP makes specific policy commendations to assist Tramore in achieving its comparison floor space potential.

**Town Morphology**

Tramore is the largest town in the County, however prior to the amalgamation of Waterford City and County Councils, its proximity to the city and the geographical divide between Tramore in the east and Dungarvan in the west meant that the town centre in particular had not received focused attention There is a geographic division between the upper and lower town with the upper town and its outer ring road providing the location for much of the residential areas, schools, shops and services. The lower town contains the tourism zones as well as more socially dependent residential communities. This split is exacerbated both by the topography and the condition of the town centre. Tramore developed on a steep escarpment; the Main Street climbs this slope (average 1:10 gradient) and is the primary connector between the two geographic zones. The town centre has seen little investment, with a poor public realm and a high vacancy rate. The town centre, therefore, is not reaching its potential and is serving to exacerbate a socio-economic discontinuity in the town.

**Tramore Town Management Group**

In 2015 the Tramore Town Management Group (TTCMG) was setup. It is a forum to bring stakeholders together, combining resources to achieve a shared vision for the town’s future. The concern was that many Tramore residents don’t frequent the town centre preferring to shop and do business elsewhere, and the group wished to enhance the attractiveness of the town centre as a destination for shopping and other activities. The role of the group is to prepare and implement a Town Centre Management Plan, monitor implementation, and identify actions, support an annual health check and coordinate tourism initiatives. The management group consisted of a series of interest groups who were each asked to provide a representative to sit on the committee. The TTCMG meets on a regular basis and commissioned a number of surveys and analyses. One of these by consultants ‘Market Dynamics’ carried out a survey in relation to the town centre. The town centre in the survey had an attractiveness rating of 2.7 out of 5 and a major improvement was seen to be required. The survey identified a number of clear themes:

- **Parking**: this was seem as a major issue with lack of capacity. The steep topography means that car access will always be important for a significant cohort of visitors.
- **Visual**: the large number of derelict properties and condition of shop fronts.
- **Retail offer**: a need for a wider range of shops.
- **Public realm and amenities**: the urgent need to improve surface conditions, pedestrian access and more facilities for young people.
The general outcome of this was a recommendation for a renewed focus on the town centre and improvements to the public realm, the market analysis having specifically identified a lack of parking, lack of diversify of retail offer and the need to improve attractiveness of the town centre.

The TTCMG has created a Town Centre Management Plan (2016-2018), with SWOT analysis which has informed the development of actions across a number of strategic themes including:

- **Vibrancy:** evening activities
- **Presentation:** a public realm enhancement program, tackling dereliction, a painting scheme and solving drainage issues.
- **Retail offer & mix:** offering grants and creating marketing material
- **Access & Internal Management:** a traffic management review.

The Town Centre Management Plan focused particularly on retail as this sector contributes significantly to the vibrancy and sustainability of the town centre. It commented that comparison shopping is relatively limited, and given the proximity to Waterford City, a suitable strategy would be to focus on high end niche retailers to complement the existing boutiques and to continue to develop the burgeoning cafe/restaurant culture already developing in the town. It recommended that there is a need to consolidate recent retail investment in the town and further strengthen the town centre to meet the retail needs and aspirations of the local community and visitors. It referred to the dislocation of the town centre and that increased usage by local residents as a priority, with improved linkages and signage to encourage pedestrian footfall from the promenade/beach area up to the town centre thereby improving the vitality and vibrancy of the town centre.

### The LAP and Common Issues

The LAP, surveys and Town Centre Management Plan all recommend focus on improving the town centre and have common recommendations. A strategic objective of the LAP is to strengthen the town centre and town centre zoning has been consolidated along Main Street, Queen Street and Turkey Road. The LAP also seeks to address townscape character and vitality. The sloping streets and sea views are dislocated from promenade and main tourist attractions and improved linkages and signage are required to encourage pedestrian footfall from the promenade area to the town centre so as to improve vitality and vibrancy. The plan identifies boutique and niche retailers. It also suggested that improvements to the public realm such as street furniture, landscaping and paving would make an important contribution. The plan has committed the council to undertake a Public Realm Enhancement Programme and to consider improved streetscape for pedestrian linkage from the beach area to around the town as well as improve shop fronts. The LAP also identified the need for additional hotels, restaurants and proposed upgrading and provision of new public car park developments.

### The Proposal

The proposal will address all of these issues head on by:

1. Creating significant additional off street parking thereby permitting some reduction in on street parking and a more balanced pedestrian friendly public realm.
2. Improving vehicular access to the town centre by a new circulation system and better signage and identification of location of parking. This will give support to the retail economy, and promote redevelopment of vacant sites and key buildings such as the Grand Hotel which has in the past been an important attraction to the town centre.
3. Improvement to the public realm by creating high quality pedestrian friendly areas, level platforms to combat the steep gradients, improved linkages to the beach amenity areas and future transport hub, and undergrounding of disfiguring overhead services.

4. Addressing vibrancy by acquiring and improving a centrally located vacant premise and returning it to beneficial use. It will also implement a grant support scheme to kick start complimentary businesses to diversify retail offer.

**Doing Nothing**

The town centre trajectory has been one of decline over the last 20 years as the rest of the town has grown and alternative more convenient shopping choices have become available. There is a substantial amount of vacancy and dereliction in and around the Main Street axis. The closing of the Grand Hotel has hit the town hard. The momentum of this decline is unlikely to be contained by a ‘do nothing’ approach and the private sector alone has not addressed the identified deficits. The LAP and the Town Centre Management Plan have both recommended a common course of action which has been addressed by this proposal. A catalyst of public funding is necessary to turn the decline of the town centre around and promote private sector investment. The Local Authority is best placed to manage the range of cross disciplinary actions necessary to achieve this.

**Alternative Proposals**

**Town Park**

The proposal is to develop the county’s largest and most exciting free adventure park including an outdoor gym. The design concept is to build upon the natural seaside habitat and themes, to mould and manipulate landscape formations and features creating exciting play opportunities. Other installations such as a large shipwreck and sand castles will aid the excitement and imagination. The gym will include a full range of body weight resistance apparatus, an assault course and ‘parkour’ area. The site is ideally location between the traditional Amusement Park with its mechanical rides and carnival atmosphere and the Lower Promenade catering for action sports including sea swimming, skating and surfing. The proposed, free of charge, facility located adjacent to and operating in tandem with existing facilities and natural attractions will develop the Tramore Town Park as a unique all weather activity destination.

**Metal Man**

The Metal Man is a prominent feature of Tramore Bay, located on the western promontory at Great Newtown Head. It is a large cast-metal figure pointing seawards, set on top of one of three stone maritime beacon pillars erected in 1823 by Lloyds of London to warn seafarers away from dangerous shallow waters.

The Metal Man would be developed as a destination viewing point at the western edge of Tramore Bay with a redeveloped walk following the cliff top and including a suspension bridge connecting east to Newtown Cove. The area would also function as a node point on a cliff walk westward to the Copper Coast at Bonmahon.

**Sand Dunes**

The National Parks & Wildlife Service have designated the Tramore Dunes & Back Strand a Special Area of Conservation. The dunes at this site are well developed and contain several important habitats including the priority habitat fixed dunes. Within the dune system there are high ridges and valleys, old stabilised surfaces and new fore dunes at shore level. Consequently all the major vegetation types are found, from the strand flora, through mobile embryonic and marram dunes to stable fixed dunes, with salt marsh on the northern fringe and slacks at Bass Point. The Council propose to develop strategies to conserve and protect the unique
environment while improving access to and interpretation of the area. Access will include developing a boardwalk along the top of the shingle bank connecting the Promenade to the Dune System.

Transport Hub

This area surrounding the former Tramore Railway Station at the junction of Strand Road, Turkey Road and Lower Branch Road was once known as Railway Square and was the traditional entrance to the town. The proposal is to re-imagine and re-establish Railway Square as the town’s sustainable transport hub, providing public transport, park & ride facilities to the city, bicycle and coach parking and a taxi rank. The refurbished former Railway Station will form the focal point accommodating ancillary services including a tourist office, ticketing, waiting and changing facilities and a cafe.

<table>
<thead>
<tr>
<th>Alternative Options Costs</th>
<th>Description</th>
<th>€M</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Town centre</td>
<td>2.7</td>
</tr>
<tr>
<td>2</td>
<td>Town park</td>
<td>3.7</td>
</tr>
<tr>
<td>3</td>
<td>Metal Man</td>
<td>1.0</td>
</tr>
<tr>
<td>4</td>
<td>Sand dunes</td>
<td>0.5</td>
</tr>
<tr>
<td>5</td>
<td>Transport hub</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Multi-Criteria Analysis

<table>
<thead>
<tr>
<th>No</th>
<th>Weight</th>
<th>Cost</th>
<th>Expected Benefits</th>
<th>Implementation Delay</th>
<th>Strategic Fit</th>
<th>Total 200</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3</td>
<td>45</td>
<td>57</td>
<td>38</td>
<td>38</td>
<td>178</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>42</td>
<td>57</td>
<td>30</td>
<td>34</td>
<td>163</td>
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<tr>
<td>3</td>
<td>3</td>
<td>51</td>
<td>45</td>
<td>24</td>
<td>32</td>
<td>152</td>
<td>5</td>
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<td>4</td>
<td>3</td>
<td>54</td>
<td>42</td>
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<td>4</td>
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<td>5</td>
<td>3</td>
<td>48</td>
<td>48</td>
<td>30</td>
<td>34</td>
<td>160</td>
<td>3</td>
</tr>
</tbody>
</table>

Recommendation

The recommendation is to prioritise the town centre renewal project. It has overriding benefits to the other projects in that it:

- Focuses on and consolidates the urban core which has not been developing in tandem with the rest of Tramore. The town centre contains the essential DNA of the ‘place’ and if this is compromised, a town will never be completely successful.
- Acts to connect and consolidate the upper and lower town.
- Forms a solid foundation on which to continue to develop exciting future projects around the Tramore Bay which will build on themes of active recreation and activity tourism, environmental sustainability and ecologically based learning experiences.
PROPOSED PUBLIC REALM WORKS

IN

TRAMORE, CO. WATERFORD

FOR

WATERFORD CITY & COUNTY COUNCIL
# Preliminary Construction Cost Estimate

## Estimated Costs

1. Based on DHB Architects & Douglas Carroll Consulting Engineer’s Preliminary Sketch drawings (see Appendix 1) and on our discussions in relation to the level of specification required we have summarised our Preliminary Construction Cost Estimate for the proposed works as follows:

<table>
<thead>
<tr>
<th>Description</th>
<th>€</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.1 Work Area</strong></td>
<td></td>
</tr>
<tr>
<td>A. Public Realm - Main Street</td>
<td>854,000</td>
</tr>
<tr>
<td>B. Public Realm - Market Street</td>
<td>295,000</td>
</tr>
<tr>
<td>C. Carparking Around and to rear of Library and associated Civil Works</td>
<td>351,500</td>
</tr>
<tr>
<td>D. Connection between Carpark and Garda Station / Existing Carpark and associated Civil Works</td>
<td>95,000</td>
</tr>
<tr>
<td>E. Strand Road Junction</td>
<td>120,000</td>
</tr>
<tr>
<td>F. Road markings and signage to facilitate revised traffic routes</td>
<td>50,000</td>
</tr>
<tr>
<td><strong>1.2 Add: Design Team Fees</strong></td>
<td>198,600</td>
</tr>
<tr>
<td><strong>1.3 Add: Value Added Tax</strong></td>
<td></td>
</tr>
<tr>
<td>Value Added Tax on Construction Costs @ 13½%</td>
<td>238,343</td>
</tr>
<tr>
<td>Value Added Tax on Fees @ 23%</td>
<td>45,678</td>
</tr>
<tr>
<td><strong>1.4 TOTAL CONSTRUCTION COST ROUNDED (INCL VAT)</strong></td>
<td>2,248,000</td>
</tr>
</tbody>
</table>

## Assumptions

2. This estimate is based on the following assumptions:

2.1 competitive tenders being obtained for each of the Work Areas;

2.2 ground conditions being reasonable;
2.3 the level of specification being provided will be as detailed on the Architect’s drawings.

2.4 an allowance of €70,000 excluding VAT has been included for individual street art / sculptures.

QUALIFICATIONS

3. The estimated building costs are based on current wage rates and material prices and exclude any provision for inflation from September 2018. Based on current trends an allowance of approximately 6% per annum should be made to cover inflation.

4. A schedule of the Preliminary Sketch Drawings on which this Preliminary Construction Cost Estimate is based are included in Appendix 1 of this Report.

5. The design is at a very preliminary stage and the Preliminary Construction Cost Estimate includes for what are considered to be reasonable provisions in respect of architectural, civil/structural and services requirements for the scheme, there may be others which have not been notified to us. These will be reviewed as the design progresses and our budget revised accordingly.

6. We have included for an 80mm thick paving to all work areas (excluding carpark and Market Street roadway).

7. The costings provided in relation to the revised road markings and signage is provisional. The overall design needs to be further developed and costs revised accordingly.

SCHEDULE OF AREAS

8. The Schedule of Approximate Areas for the proposed works is set out below:

<table>
<thead>
<tr>
<th>Work Area</th>
<th>Surface Area m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Public Realm - Main Street</td>
<td>1,600</td>
</tr>
<tr>
<td>B. Public Realm - Market Street</td>
<td>904</td>
</tr>
<tr>
<td>C. Carparking Around and to rear of Library</td>
<td>1,338</td>
</tr>
<tr>
<td>D. Connection between new and existing carpark</td>
<td>298</td>
</tr>
<tr>
<td>E. Strand Road Junction</td>
<td>351</td>
</tr>
<tr>
<td><strong>TOTAL AREA</strong></td>
<td><strong>4,491</strong></td>
</tr>
</tbody>
</table>

W0346
EXCLUSIONS

9. The following are excluded from the estimated construction cost:

9.1 inflation from September 2018;
9.2 diversions of any unknown existing underground services;
9.3 any costs incurred as a result of the discovery of unexpectedly poor ground conditions;
9.4 any costs incurred following consultation with local residents, traders, etc., including programme delays;
9.5 working outside of normal working hours;
9.6 capital contribution costs or any underground civil works associated with public utilities (ESB Networks, Gas Networks Ireland, Irish Water, Eircom, Cable TV providers, etc.);
9.7 bicycle racks, bicycle scheme system;
9.8 carparking provision adjacent to Garda Station;
9.9 carparking provision adjacent to future discount food store;
9.10 alterations to existing surface water drainage and electrical installations at Strand Road Junction;
9.11 archaeological investigation and associated attendance costs;

APPENDIX

10. The following Appendix is included with this report:

10.1 Appendix 1: Drawings used in preparation of this Preliminary Construction Cost Estimate.

John Dunphy MSCSI MRICS
Senior Quantity Surveyor
Nolan Construction Consultants

13th September 2018
APPENDIX 1

DRAWINGS USED IN PREPARATION OF COSTINGS
SCHEDULE OF DRAWINGS

16-03-TPR-PL001 Key Plan
16-03-TPR-PL110 Site Plan Key
16-03-TPR- Market Street
16-03-TPR-PL112-A Main Street
16-03-TPR-PL113-A Main Street
16-03-TPR-PL114-A Carpark
16-03-TPR-PL115-A Strand Road Junction
Coastguard Station, Doneraile Drive, Tramore, Co. Waterford. Tel: 051. 391 656
Email: info@tramoredevelopmenttrust.ie Web: www.tramoredevelopmenttrust

18th September 2018

RE: Urban Regeneration & Development Fund 2018, Tramore Town Centre Application

To whom it concerns,

Tramore Development Trust has initiated a number of civic and community projects, in collaboration with Waterford City & County Council, over the past two decades.

Established in 1999 due to the sad lack of urban renewal in the town centre, the Trust’s aim has been to further the civic, cultural, community and commercial development of Tramore and its environs.

Over the years the Trust has delivered and currently operates a number of significant projects, including the redevelopment of the Tramore Coastguard Station into the town’s premier cultural/arts venue and the development of the Lafcadio Hearn Japanese Gardens, which has created an international visitor attraction within Tramore town centre. Both these projects were established and continue to be developed in collaboration with Waterford City & County Council.

A further project carried out by TDT was the restoration and redevelopment of the former Quaker Meeting House in Tramore into a centre for adults with special needs, which is currently operated by the Brothers of Charity.

As a result of the successful heritage regeneration projects initiated and carried out by TDT, Tramore was chosen by The Heritage Council of Ireland, as part of the European Year of Heritage 2018, together with four other towns, as an exemplar for community-led heritage regeneration of smaller towns in Ireland. Tramore is featured in The Heritage Council’s latest publication; “Ballybrilliant; Heritage-led Regeneration in 5 Irish Towns”

As a founding member of Tramore Town Centre Management Group in 2015, Tramore Development Trust, in collaboration with a number of fellow community and statutory stake holders, developed and consolidated a number of previous plans and proposals into the Tramore Town Centre Management Plan 2016-2018. The Urban Regeneration & Development Fund 2018, Tramore Town Centre Application, addresses directly the physical aims and actions identified within the current town centre plan.

The Trust believes the actions outlined within the application are vital to kick start the redevelopment of Tramore.

Tramore Development Trust is an active partner organisation in full support of the aforementioned application and very much looks forward to a successful outcome, in order to provide the much needed funding to allow Tramore develop to its full potential.

Yours sincerely,

Anne Harpur
Chairperson of TDT

Directors : Anne Harpur (Chairperson), John Smiles (Company Secretary), Louise Grubb (Treasurer), Agnes Aylward, Esther Doyle, Paul Jackman, Joseph Stokes.

Registered office: 9 Henrietta Street, Waterford.

Registered in Ireland: Registration Number 327523. Charity No: CHY14771. VAT No: 6347523V

We confirm that our organisation complies with the Governance Code for The Community, Voluntary and Charitable Sector in Ireland
Waterford City Council,
The Mall,
Waterford.

September 21<sup>st</sup> 2018

A Chara,

Tramore Chamber of Tourism and Commerce have a long history of involvement in civic, community and commercial projects in partnership with Waterford local authorities.

As a member of Tramore Town Centre Management Group, Tramore Chamber of Tourism and Commerce, in collaboration with a number of fellow community and statutory stake holders, developed and consolidated a number of previous plans and proposals into the Tramore Town Centre Management Plan 2016-2018. The Urban Regeneration & Development Fund 2018 Tramore Town Centre Application addresses objectives and actions identified within the current town centre plan. Tramore Chamber of Tourism and Commerce support fully the actions outlined in the application for Tramore Town Centre.

Kind regards,

Frank King
Chairman
Tramore Chamber of Tourism and Commerce
21st September 2018

Re: Urban Regeneration Development Fund
Project: Tramore – Public Realm for Town Centre

A Chára,

I refer to the above project application for the Urban Regeneration Development Fund.

Fáilte Ireland are supportive (subject to detailed design, consultation and all statutory planning and environmental obligations being met) of transport & public realm initiatives which support mobility, orientation and the wider traffic management as this will enhance the visitor experience of Tramore.

In 2017 Co. Waterford welcomed 255,000 overseas tourists (spending €69million) with Irish residents taking a further 327,000 trips to Waterford spending €58million. Tourism is also a strong employer in Co. Waterford with 3,700 people engaged in accommodation and food services activities (9% of persons employed) in 2016. Tramore is a town which has a strong tourism tradition and is a key destination within Ireland’s Ancient East.

Projects that reduce traffic congestion and improve public realm will provide the growing number of visitors with an enhanced experience and encourage visitors to stay longer in the town and surrounding areas.

Fáilte Ireland are supportive of this project and are hopefully that Waterford County Council will be successful in obtaining the funding required to deliver on this project.

Yours Sincerely,

Orla Carroll
Director Product Development
Fáilte Ireland